

What is claimed is:

1. A chewable composition comprising a chewable base and an odor absorbing agent.
2. A chewable composition according to Claim 1, wherein the odor absorbing agent is selected from the group consisting of zeolite-based material, silica-based material, uncomplexed cyclodextrin and derivative, carbon-based odor-absorbing agent and mixture thereof.
3. A chewable composition according to Claim 2, wherein said odor absorbing agent is a zeolite-based material alone or cyclodextrin or derivative alone.
4. A chewable composition according to Claim 2, wherein the odor absorbing agent is a mixture of cyclodextrin or derivative thereof together with either silica-, zeolite-based material, and/or carbon-based odor absorbing agent, or a mixture of zeolite-based material together with silica- and/or carbon-based material.
5. A chewable composition according to Claim 1, wherein the odor absorbing agent is a mixture of (a) a first odor absorbing agent selected from the group consisting of zeolite-based material, silica-based material, uncomplexed cyclodextrin and derivative thereof, and carbon-based odor absorbing material, together with (b) a second odor absorbing agent selected from the group consisting of zeolite-based material, silica-based material, uncomplexed cyclodextrin and derivative thereof, and carbon-based odor absorbing material, provided (a) and (b) belong to two different chemical classes of odor absorbing agents, preferably at a weight ratio of (a) to (b) of from 1:5 to 5:1.
6. A chewable composition according to Claim 5, wherein (a) is a zeolite-based material and (b) is a silica-based material.
7. A chewable composition according to any of the preceding claims which is preferably a chewing gum composition comprising such an odor absorbing agent or mixture thereof at a level from about 1 to about 70% by weight of the total composition.
8. A chewable composition according to any of the preceding claims 1 to 6, which is preferably a chewing gum composition comprising from about 10% to about 90% of chewing gum base by weight of the total composition.
9. A chewable composition according to Claim 7, which comprises from about 10% to about

90% of chewing gum base by weight of the total composition.

10. A chewable composition according to any of the preceding claims 1 to 6, which further comprises a cyclodextrin/active inclusion complex, preferably a cyclodextrin/flavoring agent inclusion complex.
11. A chewable composition according to Claim 7, which further comprises a cyclodextrin/active inclusion complex, preferably a cyclodextrin/flavoring agent inclusion complex.
12. A chewable composition according to Claim 10, which is preferably a chewing gum composition, comprising from about 0.01% to about 10%, of cyclodextrin/flavoring agent inclusion complex by weight of the total composition.
13. A chewable composition according to Claim 11, which comprises from about 0.01% to about 10%, of cyclodextrin/flavoring agent inclusion complex by weight of the total composition.
14. The use, in a chewable composition, typically a chewing gum, of an odour absorbing agent or combination thereof, for effective reduction of bad breath.